Life insurance

Transition guidelines

Principal® Term reprice

Effective May 1, 2026, new rates will apply to new-issue Principal Term (10-, 15-, 20-, and 30-year) for both New York (PLIC) and non-New York (PNL) products.

New rates are approved in all states except South Dakota.

Summary of May 1 changes:

- This reprice includes updates to Base Nonconvertible, Base Convertible, and Conversion Extension Rider rates.
- The new version displays in the illustration system as Term 2023 (05/2026) for both New York and non-New York products.
- Created a new band of rates for $3 million+ to improve competitiveness at higher face amounts.

Transition guidelines

May 1, 2026

- The Principal illustration system and third-party quoting platforms are updated with the new rates.
- Applications in underwriting will be issued at the rates applied for, unless new rates are requested. If requesting new rates, note the request on a cover letter/transmittal.

June 1, 2026

- Last day applications can be received in the Home Office to get old rates—Term 2023 (04/2025) for non-NY, or Term 2023 (09/2025) for New York.

October 1, 2026

- Last day for delivery requirements (including premium) to be received in the Home Office for policies requesting old rates—Term 2023 (04/2025) for non-NY, or Term 2023 (09/2025) for New York.

Policies within the examination period (COD, Offer, or Shortage)

- What to do if new Term 2023 (05/2026) rates are desired:
  - If the policy was delivered via eDelivery, the Field Office contact will reject the policy with old rates and indicate in the "Rejection Comments" box that "Term rates—05/2026" are desired. The policy will then be reissued and eDelivered.
  - If the physical policy was mailed from Principal®, simply indicate "Term rates—05/2026" with the delivery requirement and submit the correct premium amount. New data pages will then be provided to the customer.

Backdating

- Backdating is allowed.

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